

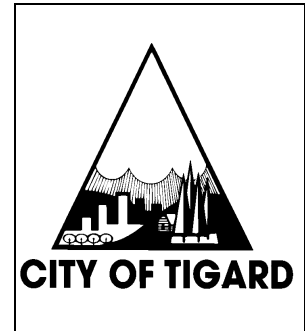
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TIGARD CITY COUNCIL  
WORKSHOP MEETING

October 16, 2001 6:30 p.m.

TIGARD CITY HALL  
13125 SW HALL BLVD  
TIGARD, OR 97223



**PUBLIC NOTICE:**

Assistive Listening Devices are available for persons with impaired hearing and should be scheduled for Council meetings by noon on the Monday prior to the Council meeting. Please call 503-639-4171, Ext. 309 (voice) or 503-684-2772 (TDD - Telecommunications Devices for the Deaf).

Upon request, the City will also endeavor to arrange for the following services:

- Qualified sign language interpreters for persons with speech or hearing impairments; and
- Qualified bilingual interpreters.

Since these services must be scheduled with outside service providers, it is important to allow as much lead-time as possible. Please notify the City of your need by 5:00 p.m. on the Thursday preceding the meeting date by calling: 503-639-4171, x309 (voice) or 503-684-2772 (TDD - Telecommunications Devices for the Deaf).

SEE ATTACHED AGENDA

A G E N D A  
TIGARD CITY COUNCIL WORKSHOP MEETING  
October 16, 2001

6:30 PM

1. WORKSHOP MEETING
  - 1.1 Call to Order - City Council
  - 1.2 Roll Call
  - 1.3 Pledge of Allegiance
  - 1.4 Council Communications & Liaison Reports
  - 1.5 Call to Council and Staff for Non Agenda Items
  
2. UPDATE ON THE TIGARD SENIOR CENTER
  - a. Staff Report: Administration Staff
  - b. Council Discussion, Questions, Comments
  
3. UPDATE ON WASHINGTON COUNTY'S VISION WEST PROCESS
  - a. Staff Report: Administration Staff
  - b. Presentation by Walt Peck, County Communications Officer
  - c. Council Discussion, Questions, Comments
  
4. DISCUSSION OF THE MODEL FOR THE PROPOSED NEW LIBRARY AND PUBLIC PARTICIPATION PLAN
  - a. Staff Report: Library Staff
  - b. Presentation by the New Library Construction Committee
  - c. Council Discussion, Questions, Comments
  
5. UPDATE ON THE COMMUNICATION PLAN
  - a. Staff Report: Administration Staff
  - b. Council Discussion, Questions, Comments

6. DISCUSSION ON RENEWAL OF CONTRIBUTION OF FRANCHISE FEES FOR PUBLIC, EDUCATION, AND GOVERNMENT (PEG) ACCESS (METROPOLITAN COMMUNICATIONS COMMISSION – TUALATIN VALLEY COMMUNITY ACCESS)
  - a. Staff Report: Administration Staff
  - b. Council Discussion, Questions, Comments
  - c. Council Direction: Should the City Council consider changing the percentage of franchise fees for PEG access?
7. DISCUSSION OF INTERNET POLICY
  - a. Staff Report: Administration Staff
  - b. Council Discussion, Questions, Comments
8. COUNCIL LIAISON REPORTS
9. NON-AGENDA ITEMS
10. EXECUTIVE SESSION: The Tigard City Council may go into Executive Session. If an Executive Session is called to order, the appropriate ORS citation will be announced identifying the applicable statute. All discussions are confidential and those present may disclose nothing from the Session. Representatives of the news media are allowed to attend Executive Sessions, as provided by ORS 192.660(3), but must not disclose any information discussed. No Executive Session may be held for the purpose of taking any final action or making any final decision. Executive Sessions are closed to the public.
11. ADJOURNMENT

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AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF 10/16/01

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE Tigard Senior Center Update

PREPARED BY: Loreen Mills  DEPT HEAD OK \_\_\_\_\_ CITY MGR OK \_\_\_\_\_

ISSUE BEFORE THE COUNCIL

The Tigard Senior Center Loaves & Fishes Steering Committee would like to visit with City Council members and update them about senior issues in our community.

STAFF RECOMMENDATION

No action is required.

INFORMATION SUMMARY

The City of Tigard and Loaves & Fishes have been partners in running the Tigard Senior Center for more than 20 years. This meeting will give the two partners an opportunity to discuss the types of programs being delivered to the significant multi-cultural senior population in our community.

“Baby boomers” are aging and they are starting to enter the “senior” population category. By the year 2020, there will be more Oregonians over 65 than the state’s total population in 1900. Tigard currently has 10% of its population at age 65 and older and this will be greatly increasing with the aging “baby boomers”. Currently 21.4% of Tigard’s population are 45 to 64 years of age. Older people are demanding more personal care in the home when available or community living rather than the “care home” type of environment of years past. The challenge for the Tigard Senior Center is to find ways to meet the escalating demands for service and programs as the “baby boomers” mature.

Knowing the service and program needs are on the rise, how can the Tigard Senior Center and City of Tigard work together to better promote the programming while keeping the financial impact reasonable? This is the question the Senior Center Steering Committee has begun to review and address over the last several months.

OTHER ALTERNATIVES CONSIDERED

N/A

VISION TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

N/A

ATTACHMENT LIST

N/A

FISCAL NOTES

The City currently funds the Senior Center operation by providing cash in the amount of \$20,000 in FY 2001-2002 and in-kind services valued at about \$60,000. In-kind services include utilities (other than phone) and public works staff time and materials. Loaves and Fishes provided \$262,213 of funding last year to the Tigard Senior Center. This included staffing costs, food eaten at the Center, supplies, utilities, equipment, etc.

AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF October 16, 2001

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE Washington County Vision West Update

PREPARED BY: Elizabeth Ann Newton DEPT HEAD OK \_\_\_\_\_ CITY MGR OK \_\_\_\_\_

ISSUE BEFORE THE COUNCIL

An update on Washington County's Vision West project

STAFF RECOMMENDATION

No action needed. This is an information item.

INFORMATION SUMMARY

Washington County is going through a visioning process called VisionWest. Over the past five months, more than 1300 community representatives participated in the outreach stage of the project. Attached is a copy of the VisionWest update that includes the outreach results. Walt Peck, the County's Communications Officer will attend the October 16th council meeting to present an update on the process to date, what's next, and how Tigard staff, elected officials, and citizens have been involved.

OTHER ALTERNATIVES CONSIDERED

None

VISION TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

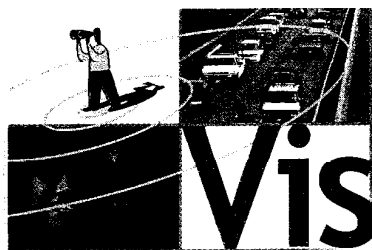
Community Character and Quality of Life, Communication, Goal #1) Citizen involvement opportunities will be maximized by providing educational programs on process, assuring accessibility to information in a variety of formats, providing opportunities for input on community issues and establishing and maintaining a program of effective two-way communication.

ATTACHMENT LIST

VisionWest Update, Spring/Summer 2001: Issue 1

FISCAL NOTES

None



Spring/Summer 2001

Issue 1

# VisionWest Update

## Building on a Heritage of Partnership

In smaller, self-contained communities, it's not unusual to find a recognized gathering place for the folks who make things happen. While there is always the danger that these "movers and shakers" may not represent the full range of community interests, they can play an important role in focusing the resources of public organizations, community groups, and private institutions on local issues.

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**"There are a lot of good things here, but if we're not careful – it could be chaos."**

*Tino Ornelas*

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This "café model" for problem solving doesn't work in our vibrant and diverse community of 450,000. Yet there is a definite need for collaboration that links the efforts of businesses, schools, local governments, churches, not-for-profits and community organizations in Washington County. "That's where the huge untapped potential lies for all of us," says County Administrator Charlie Cameron.

A desire to realize that potential prompted the Washington County Board of Commissioners to convene the VisionWest Project last fall. "As we visited with people throughout the county, it became very clear that we all need to pay more attention to how we work together or, in some cases, how we fall short in that regard," says County Board Chair Tom Brian.

Five months and nearly 200 presentations later, over 1,300 Washington County residents have participated in VisionWest outreach. They include long-time residents concerned about growth, new immigrants struggling to make ends meet, and young families enjoying the benefits of successful high-tech industries. Issues that they identified for greater collaboration can be grouped into eight issue areas (see page 2). Regardless of their background and experience, many of the VisionWest participants expressed the sentiments of technology entrepreneur Tino Ornelas, "There are a lot of good things here, but if we're not careful - it could be chaos."

How do we avoid the chaos? How do we enhance and coordinate our efforts to keep Washington County a great place to call "home"?

By building on our heritage of partnership. Whether it's transportation, water quality, juvenile crime prevention strategies, or providing shelter for the homeless, cooperation is already commonplace in Washington County. So is a sense that much more collaboration can and must occur.

VisionWest is about expanded, strategic collaboration that involves all sectors of the Washington County community. It's the recognition that in addition to new homes, roads, schools, and high-tech plants, our growing county needs an investment in civic infrastructure. We need to

place a priority on working together to solve common problems.

Which is why the comments of Pastor Diane Dulin of the First Congregational Church in Hillsboro resonate with so many. "This (VisionWest) is a fortuitous opportunity to form partnerships - which might have taken much longer to develop - with people who share common concerns." ■

## Next Steps - Your Help is Needed

As the long list of issues on page 2 makes clear, Washington County residents are concerned about many things.

With that in mind, the next step in the VisionWest process is to prioritize which issue areas should receive immediate attention. If you weren't able to attend the "Evening of Celebration and Collaboration" on May 23, you can pass along your top issues by email ([comments@vision-west.org](mailto:comments@vision-west.org)) or by calling 503-846-8166.

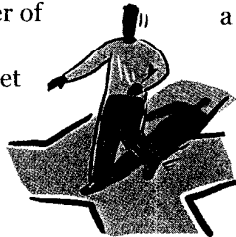
Once an issue area has been prioritized, a community team will be pulled together to research it, investigate strategies used to address the issue in other communities (best practices), and identify new ways that organizations in the county can work together to address the matter. Initially, a priority will be placed on strategies that can be achieved in a short period of time. If you would like to participate on an Issue Team, send an email ([comments@vision-west.org](mailto:comments@vision-west.org)) or call 503-846-8166.

What & Why

# Outreach Results

Over the past five months, more than 1300 community representatives have participated in the outreach stage of VisionWest. They have shared their insights and concerns about community issues most important to them. Their ties to the community include education, businesses, public agencies, churches, service organizations, not-for-profits, and citizen groups. As their feedback has been compiled and synthesized, the following eight common themes have emerged:

► **Basic Needs.** There is a sense that a significant number of Washington County residents struggle to meet basic needs such as access to health care (including mental health and dental care) and provision of nutritious food.



► **Children and Families.** People have noted the importance of attending to the social, educational, health and recreational needs of children and families. This includes quality and affordable day-care, after school programs, health care and other services that support positive growth and development.

► **Environment.** The value of natural resources of this county in terms of aesthetic beauty, healthy living and recreational opportunities is quite important to its residents. The worth of natural areas and recreational resources is heightened as we become increasingly urbanized. In addition, people are concerned about ensuring clean air, water and physical environment.

► **Education.** A good educational system is vital for preparing the future work force, parents and productive citizens. It also helps to create equality among residents, while recognizing diverse educational needs and providing a range of extracurricular activities.

► **Community Connections.** There is a great desire for residents to share a sense of connection and a mutual stake in addressing the concerns and problems of this increasingly diverse community. There is a general perception that this diversity should be seen as an asset and used to encourage tolerance, understanding and cultural exchange between all community members.

To develop this feeling of community identity, there is a sense that strong and committed leadership must be developed, supported and encouraged.

► **Economy.** Continuing to diversify and strengthen the county's employment base is seen as imperative to the future. Some are concerned that over-reliance on the high-tech sector may lead to problems if a significant economic downturn is experienced. A continued robust agricultural sector is also important, given its economic value and role in maintaining a "connection to the land" and the county's rural character. All income and ethnic groups should have equal economic access through adequate education and job training.

► **Housing.** Consistently mentioned as an important issue, housing has been discussed in fairly broad terms. Concerns include maintaining housing options for those exceeding the median household income and providing safe, clean and affordable housing to those residing below the median household income. Other factors include providing affordable housing close to employment and transportation centers and establishing an increased number of emergency shelters.

► **Transportation.** Particular concern has been given to the impacts of congestion on overall mobility; provision of services by businesses, government agencies and not-for-profits; and the ability of people to travel to the places they need and want to go. Many have also noted the importance of balancing the locations of jobs and housing, while others wonder if this is possible or realistic given frequent changes in jobs and two-worker households. ■

## VisionWest: Encouraging Connections in Our Community

VisionWest is dedicated to greater collaboration among all sectors of the community. Why? Because 21st century challenges in Washington County defy solutions by a single institution.

It's important to acknowledge that we're not starting from scratch. This is a county where partnership is already commonplace. That said, the short history of many of our institutions, rapid growth, and emerging new issues means that there are many more opportunities for collaboration to occur.

Sometimes hard work simply goes unnoticed. "After Columbine, several youth-focused groups came together in Tigard and Tualatin and shared all the good work that's being done with youth," says Community Newspaper Publisher Steve Clark. "However, if there's not a structure, it's easy for those folks doing the work to become anonymous and lose momentum... that anonymity allows people to get a start but not quite get over the hump. With the (VisionWest) project, there could be a recognition and acknowledgment of who's doing what on these issues."

"VisionWest is all about connections," says high school student and Tualatin Youth Advisory Council member Katie Fidler. "It's giving different parts of the community, that are their own separate entities, a chance to work together."

"To the extent that we can help folks get together, and then get out of the way, good things can happen," says Lou Ogden, Mayor of Tualatin. "It's about connecting wires from time to time."

## Austin, Texas Provides An Example

"It's like a three-legged race," says wholesale nursery owner Bob Terry. "We've just got to get in step with one another."

But how? How do we encourage on-going collaboration in Washington County? A similar question eventually led to an organization called the Community Action Network in Austin, Texas. Fred Butler, the organization's Executive Director, sums up the forces that prompted the creation of his organization this way: "The greater Austin area decided it didn't want to leave collaboration to chance. We are big enough and diverse enough that it made sense to formalize our commitment to working together."

Butler and his staff of two will never be mistaken for a new layer of bureaucracy in the Austin area. "We exist to make it easier and more convenient for very busy folks to do what they really want to do, which is work together."

The Community Action Network has created a structure that encourages leadership from public, private, faith, not-for-profit, and community organizations to establish shared priorities and strategies. "We also share information, including regular assessments of how our community is doing in a variety of social and economic areas," says Butler. "That common knowledge has been incredibly useful and empowering for everyone."

*Butler and Judge Sam Biscoe, the top elected official for Travis County (home to Austin) and a strong supporter of the CAN, attended the VisionWest "Evening of Celebration and Collaboration" on May 23.*

## VAN: A Champion for Collaboration in Washington County

So how do we move from talking about strategic collaboration to making it happen? How do we move from issue driven partnerships to a whole new level of cooperation that cuts across many issues and every sector of our community?

These questions have led to the formation of an organization that will move the work of VisionWest from a "project" to a sustainable effort.

The Vision Action Network (VAN) is a recently incorporated non-profit organization that will support and coordinate efforts towards a more livable Washington County. The VAN will work with partners in all sectors of the community to research community issues, coordinate strategy development, monitor and report on community benchmarks.

"The Vision Action Network is an entirely independent organization," says VisionWest Project Manager Don Bohn. "It will draw its resources and strengths from the many, many Washington County organizations, businesses and community groups that support the importance of working together."

Bohn expects that the first organizing meeting of the VAN and appointment of a Board of Directors will occur late this summer. From there he hopes that the first VAN staff member can soon be hired with funds provided by VAN members. "Based on the conversations I've had with folks, I think there's going to be a huge amount of interest and participation."



## Meet the Vision Advisors

The Vision Advisors have been asked to help guide the VisionWest project. Additionally, it is likely that a number of them will be asked to serve on the Board of Directors for Vision Action Network. As the list makes clear, they represent virtually every sector of Washington County -- as they should.

"This project is ultimately about the people of Washington County," says County Administrator Charlie Cameron. "The Vision Advisors are diverse because our community is diverse. What they share in common is a passion to ensure that Washington County is a great place to call home."



Bev Allert  
Tom Brian  
Bill Christopher  
Steve Clark  
Roy Dancer  
Rob Drake  
Diane Dulin  
Faith Gablenick  
John Griffiths  
Ron Hauge  
Todd Herberg  
David Hoffman  
Carl Hosticka  
Tom Hughes  
Jill Kirk  
David Leslie  
Doug Longhurst  
Sue Marshall  
Jack McGowan  
Mary Monnat  
Gil Munoz  
Jerralynn Ness  
Linda Netherton  
Lawrence Norvell  
Lou Ogden  
Tino Ornelas  
Jose Ortega  
Conrad Pearson  
Vergie Ries  
Katie Riley  
Mike Salsgiver  
Sabino Sardinetta  
Dick Stenson  
Bob Terry

Christ the King Lutheran Church  
Washington County Board of Commissioners  
Portland Community College  
Community Newspapers  
Beaverton Committee for Citizen Involvement  
City of Beaverton  
First Congregational Church  
Pacific University  
Tualatin Hills Parks and Recreation District  
Oregon Human Development Corporation  
NW Educational Services District  
Washington County Committee for Citizen Involvement  
METRO  
City of Hillsboro  
Tektronix  
Ecumenical Ministries of Oregon  
Housing Development Corporation  
Tualatin Riverkeepers  
SOLV  
Tualatin Valley Centers  
Virginia Garcia Memorial Health  
Community Action Organization  
Housing Development Corporation  
United Way  
City of Tualatin  
Ornelas Enterprises, Inc.  
St. Matthews Catholic Church  
Pearson Financial  
City of Forest Grove  
Commission on Children & Families  
Intel  
Centro Cultural  
Tuality Healthcare  
Fisher Farms



**VisionWest**  
155 N First Ave., Suite 210, MS 28  
Hillsboro, OR 97124-3072

AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF October 16, 2001

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE Model for Proposed New Library and Public Participation Plan presented by the New Library Construction Committee.

PREPARED BY: Margaret Barnes DEPT HEAD OK \_\_\_\_\_ CITY MGR OK \_\_\_\_\_

ISSUE BEFORE THE COUNCIL

The New Tigard Library Construction Committee is presenting the architectural model of the proposed new library to the City Council. The Committee will also present an outline of the plan to provide information to the public about the proposed new library.

STAFF RECOMMENDATION

The staff recommendation is for the City Council to direct the Construction Committee to continue its work.

INFORMATION SUMMARY

At the City Council meeting of August 14, 2001, the Council gave authorization for BML Architects to construct an architectural model of the proposed new library. The Committee met with BML Architects to develop the conceptual design and construction of the model. The Committee has also developed a plan to provide information to the community about the proposed new library. At this time, the Committee is prepared to present the model to Council and present the information plan.

OTHER ALTERNATIVES CONSIDERED

None.

VISION TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

Goal #3: Adequate facilities are available for efficient delivery of life-long learning programs and services for all ages.

ATTACHMENT LIST

Outline of Public Information Plan.

FISCAL NOTES

N/A

# **Outline of Public Information Plan for the Proposed New Library for Tigard**

**October 16, 2001**

Goal: A coordinated public information/education plan to provide the City of Tigard voters accurate information about the City bond measure for the proposed new library.

Timeline: The bond measure is scheduled to be placed before the voters in May 2002. The plan covers the time period from August 2001 to May 2002.

Purpose:

- Provide accurate and consistent information from all involved staff members, elected officials, board and committee members and selected leaders.
- Effectively communicate with the public about the proposed new library.
- Maximize the communication potential from each City of Tigard department routine communications resources and distribution networks.

Communication Tools to Use:

- Public Meetings
- Community Events
- Community Presentations
- TVCA Cable
- Print Media/Publications
- Informational Literature

All of these tools will be used each month to provide accurate information about the library and the proposed new library to the City of Tigard voters.

# INFORMATION PLAN

## for the Proposed New Library for Tigard

October 23, 2001

### Information Plan

#### Goal:

- A coordinated public information/ education plan to provide the City of Tigard voters accurate information about the city bond measure for the proposed new library.

#### Timeline:

- The bond measure is scheduled to be placed before the voters in May 2002. The plan covers the time period from October 2001 to May 2002.

#### Purpose:

- Provide accurate and consistent information from all involved staff members, elected officials, board and committee members and selected leaders. Effectively communicate with the public about the proposed new library.

### 3 CRITICAL TIME PERIODS

(October through December 2001)  
Information to convey to the Community...

- Introduction of library to community
- Current programs and services provided by the library
- Presentation of increased demand for library services over the past 15 years
- Presentation of model and proposed site

### 3 CRITICAL TIME PERIODS

(December 2001 through February 2002)  
Information to convey to the Community...

- Benefits and challenges currently facing the library and the community
- Architectural model and proposed site
- Potential of proposed site to provide additional community greenspace
- Proposed Bond Measure: Benefits new library will provide to the community.

### 3 CRITICAL TIME PERIODS

(March through May 2002)  
Information to convey to the Community...

- Benefits to the community a new library will provide
- Architectural model and proposed site
- Potential of proposed site to provide additional community greenspace
- Proposed Bond Measure information

### Communication Tools:

- Public Meetings
- Community Events
- Community Presentations
- TVCA Cable
- Print/Media Publications
- Informational Literature

### Communication Goals:

- Each month use the tools to provide accurate information about the library and the proposed new library to the City of Tigard voters.

To schedule a presentation for your neighborhood or organization with our Library Construction Committee

### Please Contact:

**Margaret Barnes, Library Director**  
*margaret@ci.tigard.or.us*  
(503) 639-4171, x263



AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF October 16, 2001

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE Communication Plan Update

PREPARED BY: Elizabeth Ann Newton DEPT HEAD OK \_\_\_\_\_ CITY MGR OK \_\_\_\_\_

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ISSUE BEFORE THE COUNCIL

A review of the City's communication efforts.

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STAFF RECOMMENDATION

Review the City's current communication efforts and offer comments or suggestions for improvement.

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INFORMATION SUMMARY

The City Council adopted goals for 2001 including "Expand citizen involvement opportunities". Communication is key for informing, educating, and, involving the public. There are a variety of communication tools available. A memo is attached that summarizes activities in the following areas: CITs, the Communication Plan, Neighborhood Meetings, Press Releases, Community Connectors, Cable television, Cityscape, the Webpage, and the Community Bulletin Board. Staff continues to monitor and evaluate communication efforts and welcomes council member's questions, comments, and suggestions on the City's communication efforts.

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OTHER ALTERNATIVES CONSIDERED

None - Information only.

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VISION TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

Community Character and Quality of Life, Goal #1) " Citizen involvement opportunities will be maximized by providing educational programs on process, assuring accessibility to information in a variety of formats, providing opportunities for input on community issues and establishing and maintaining a program of effective two-way communication."

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ATTACHMENT LIST

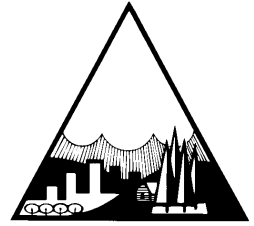
Memo from Liz Newton dated October 2, 2001

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FISCAL NOTES

Not applicable

# MEMORANDUM



TO: Honorable Mayor and City Council Members  
Bill Monahan, City Manager

FROM: Liz Newton, Assistant to the City Manager

RE: Update on City's Communication Efforts

DATE: October 1, 2001

The purpose of this memo is to provide an update on the status of each of the tools used to involve and communicate with citizens.

◆ CITs

Since the last report given in May, monthly CIT meetings continue. During the summer, information was presented on water conservation, the City's noise ordinance, and the solid waste rate review. Updates on current projects, such as the Cook Park expansion, library programs, current development activity, and capital improvement project status are included in the announcement portion of the meeting.

For the first time, a CIT meeting was taped to air later. The July meeting was taped on July 2 and broadcast during the regular CIT slot at 7:00 p.m. on Thursday, July 5. Staff will ensure that some current programming is always available to air in the regular CIT meeting time slot even if a CIT meeting is not held.

Attendance at CIT meetings has dropped some to an average of 12 people per meeting. Staff is focusing more on the home viewing audience both in topics presented and how information is presented. Topics are being planned a few months in advance and then presented to educate and inform a broad audience.

A few changes planned for the CIT program include starting the CIP process earlier in November instead of February. Staff will be contacting other agencies that provide services or programs to Tigard citizens to determine their interest in using the CIT meetings to educate and inform. The Tigard-Tualatin School District is interested in coming to the November meeting to get feedback on their proposed bond measure. Beginning with the January CIT meeting, citizens will have an opportunity to e-mail questions or comments in during the CIT meeting via the City's web site. This tool will allow those watching at home to participate and may also give a better idea of how many viewers there are.

- ◆ Communication Plan

The department communicators met during the last week of August to discuss current communications efforts and challenges within departments, and share ideas for new communication tools. The group talked about the importance of departments sharing with employees information about what is going on citywide and shared ideas for how to “get the word out.” They also recommended that all press releases issued by the City be posted on the Internet.

After the department communicators meeting, I met individually with each department head and department communicator to discuss their particular communication efforts and challenges. A memo will be distributed this month that summarizes the common themes and clarifies the department’s role in citywide communications efforts.

- ◆ Neighborhood Meetings

Staff has met to discuss the purpose of the neighborhood meetings, a process to evaluate their effectiveness, and a timeline for recommending improvements. Changes should be in place by the first of the year.

- ◆ Press Releases

Staff continues to issue an average of at least one press release per week and prepare a monthly media report to track coverage. Since February, an average of 78% of the press releases submitted have been printed. In August, 87% were printed. We continue to get excellent coverage in the *Tigard Times*.

- ◆ Community Connectors

The regular communication continues every other week. We have tried adding maps and tables, but have to be conscious of the fact that some of the connectors’ computer systems do not have the memory to receive the larger files color maps need for transmission. Most department heads are also forwarding the communication to their staff as an information tool. The focus on outreach needs to increase. The Community Connector program was featured at the City booth at the Balloon Festival and in the *Tigard Times* special section “40 Excellent Things About Tigard,” issued to commemorate the City’s 40<sup>th</sup> birthday (copy attached). The Community Connector program will be featured at a presentation before the Tigard noon Rotary meeting on November 1, 2001.

- ◆ Cable Television

Staff is still working with TVCA to finalize the details of how the “Tigard Studio” will operate. The Planning Commission has had some initial training but their



meetings will not be televised until the contract details are finalized. Staff is pressing to have the contract finalized by the end of the month.

◆ Cityscape

The Cityscape newsletter continues to be distributed through bulk mail and posted on the web site once a month. An updated format and layout, including the use of photos is scheduled for the April issue.

◆ Web Page

The City's new webmaster, Victor Soares, started in September. Watch for new features and enhancements in the coming months.

◆ Goal Guide

The first issue was distributed in May. Initially intended to be a monthly publication, it will be issued quarterly along with the Goal Update to City Council. The next one will be produced at the end of October.

◆ Bulletin Board

Staff had contacted TVCA regarding the installation of new software that will expand the capabilities of the Bulletin Board. Contacts with TVCA staff indicate that the grant funding request for the upgraded software was not approved so TVCA will reapply during the fall grant cycle.

# Community connectors: making stronger ties between Tigard citizens and their leaders

**C**ommunity Connectors is a city program designed to facilitate communication between the city and its residents and business owners on issues that are of interest or have an impact on their neighborhoods.

Neighborhood representatives volunteer to be community connectors. They receive information from the city on the status of current issues, how services are provided and how to access services and resources.

Community connectors serve as a liaison for neighborhoods requesting information and resources to address neighborhood issues and concerns.

They also contact the city with issues of concern to their neighborhood and work with the city to facilitate the distribution of information to neighbors regarding issues.

The city provides community connectors with current lists of names, phone numbers and e-mail addresses of contacts at the city for areas of responsibility and frequently asked questions.

The city also provides brief status reports on ongoing issues at least every two weeks or more often to keep community connectors up to date with accurate information.

The city responds to requests from community connectors and provides written information and resources such as staff and facilities for meetings to facilitate the distribution of information on issues or neighborhood concerns.

AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF October 16, 2001

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE Renewal of Contribution of Franchise Fees for Public, Education, and Government (PEG) Access

PREPARED BY: Elizabeth Ann Newton DEPT HEAD OK \_\_\_\_\_ CITY MGR OK \_\_\_\_\_

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ISSUE BEFORE THE COUNCIL

Does the City Council want to change the percentage of franchise fees contributed for PEG Access?

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STAFF RECOMMENDATION

Maintain the current level of franchise fees contributed for PEG Access at 15%.

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INFORMATION SUMMARY

In 1999 the Metropolitan Area Communications Commission (MACC) jurisdictions amended their Intergovernmental Agreement. One of the provisions amended relates to individual jurisdictions contributions of franchise fees to support Public, Education, and Government (PEG) Access television. Currently that service is provided by Tualatin Valley Community Access (TVCA) under contract to MACC.

Under the provisions of the agreement each jurisdiction's contribution level is automatically renewed every three years unless the jurisdiction provides MACC written notice that it wants to reconsider. The end of the first three-year period is June 30, 2002 but notice of reconsideration must be received by December 31, 2001. No action is necessary to maintain the current franchise fee contribution level.

Tigard is currently contributing 15% of franchise fees for PEG Access, the minimum allowed under the agreement. Councilor Scheckla, the City's MACC Representative, and I, the alternate to MACC, recommend maintaining the current contribution level.

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OTHER ALTERNATIVES CONSIDERED

Raise the contribution of franchise fees for PEG Access.

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### TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

Community Character and Quality of Life Goal #1) Citizen involvement opportunities will be maximized by providing educational programs on process, assuring accessibility to information in a variety of formats, providing opportunities for input on community issues and establishing and maintaining a program of effective two-way communication.

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### ATTACHMENT LIST

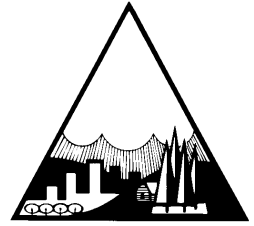
1. Memo from Liz Newton dated October 3, 2001.
2. Exhibit A – An excerpt from the MACC Intergovernmental Agreement.

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### FISCAL NOTES

Maintaining the 15% contribution level will result in TVCA receiving an estimated \$46,163.32 of Tigard's total franchise fee payments this fiscal year.

# MEMORANDUM



TO: Honorable Mayor and Members of Council

FROM: Liz Newton, Assistant to the City Manager

RE: Three-Year Renewal Period for PEG Access Training

DATE: October 3, 2001

In 1999, the member jurisdictions of the Metropolitan Area Communications Commission (MACC) amended the MACC Intergovernmental Cooperation Agreement (IGA). In that agreement are provisions regarding jurisdiction's franchise fee contributions to support Public, Education, and Government (PEG) Access television programming currently provided by Tualatin Valley Community Access (TVCA) under contract to MACC. According to that amendment (Exhibit A) to the agreement, each jurisdiction's contribution of franchise fees for PEG Access will automatically renew every three years (until the end of the current franchise in 2014) unless the jurisdiction gives MACC written notice that the jurisdiction wants to reconsider the renewal.

The City of Tigard currently contributes 15% of our franchise fee share to PEG Access, the minimum allowed in the agreement. In Fiscal Year 2001-2002, MACC estimates that contribution will total \$46,163.32. Although MACC recommends a contribution of 17%, Councilor Scheckla and I recommend continuing the 15% contribution. City staff is currently working through contract details with TVCA related to the civic studio and until the contract is finalized and expectations clarified for both parties, it does not seem appropriate to adjust the contribution level.

If Council members would like to raise the franchise fee contribution level (we can't go lower than 15%), the City needs to give written notice to MACC prior to January 1, 2002, of that decision. If Council chooses to maintain the current 15% franchise fee contribution, no action is necessary.

## **EXHIBIT A**

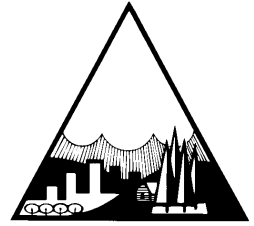
### **Excerpt**

#### **MACC IGA Section 7. E. – 1999 Amendment Re. PEG Access Support**

(See subsections 1 and 2)

- E. (1) MACC recommends a jurisdictional PEG contribution of 17% of the franchise fee revenues. Jurisdictions may individually choose to provide a higher level of support in any amount. They may also choose to provide a minimum of 15%.
- (2) Franchise fee contributions to the Access Provider from all jurisdictions shall automatically renew for three-year periods on July 1, 2002, 2005, 2008, and 2011, unless, prior to the immediately preceding January 1, a jurisdiction gives written notice to MACC of its intention to reconsider the renewal. In such case, renewal shall be suspended until such time as the governing bodies of all member jurisdictions resolve the issue.
- (3) By giving written notice to MACC prior to the immediately preceding January 1, a jurisdiction providing franchise fee support may reduce, to not less than 15%, or increase its support for the Access Provider for any fiscal year beginning after July 1, 2000, by a decision of its governing body for each fiscal year it chooses to reduce or increase its contributions. [Amended by Resolution 99-2]

# MEMORANDUM



TO: Honorable Mayor & City Council

FROM: Cathy Wheatley, City Recorder

RE: Agenda Item No. 7 - Council Meeting of October 16, 2001

DATE: October 9, 2001

Information from City Manager Monahan about the Discussion of Internet Policy will be sent to the City Council in the Friday newsletter.

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